



Front Country Trails Multi-Jurisdictional Task Force

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AGENDA DATE: June 2, 2010

TO: Front Country Trails Multi-Jurisdictional Task Force

FROM: Front Country Trails Task Force Staff

SUBJECT: Outreach Update, Proposed Outreach Plan and Trail Count Project

RECOMMENDATION: That the Front Country Trails (FCT) Multi-Jurisdictional Task Force:

- A. Receives a status report on outreach and trail maintenance activities;
- B. Reviews Front Country Trails Outreach Plan; and,
- C. Approves the proposal for Trail Count Data Collection

DISCUSSION:

The purpose of this staff report is to provide the FCT Task Force with a progress report on community outreach activities and trail maintenance projects, and outline the proposed outreach plan and trail count project. A draft Community Outreach Plan and the proposal for trail count data collection are attached for review.

The following discussion follows the outline provided to the Task Force at the March 2010 meeting. It is intended to serve as a guideline for discussion and does not reflect the prioritization of one activity over another.

Goal: Develop Comprehensive Community Outreach Plan

A preliminary draft plan for community outreach is attached for review and discussion. The plan is a dynamic working document that allows for modifications responsive to communications needs and opportunities as they arise. The plan identifies four key issues or goals that need to be addressed through community outreach.

Community Outreach Activities - March – May 2010

- Development of standardized outreach materials for trail maintenance volunteer opportunities.
- Development of a tag line, messaging and layout for flyers distributed at State Trails Day on April 10 and community outreach activities.

- Coordination among Forest Service, County and City to create standardized press outreach to support trail workdays and volunteer efforts. Public information included print media, a Twitter post, an article on the Forest Service website, and radio, and TV announcements on K-LITE and KEYT 3
- Discussion with City of Santa Barbara City TV staff on opportunities for further collaboration, including the use of the Inside Santa Barbara story on the front country trails that aired in August 2009, for outreach to community organizations.

Goal: Double the number of organizations involved with FCT work and planning

While trails stakeholder groups continue to provide the backbone of trail maintenance work, efforts are underway to expand participation to new community groups.

- Conservation Groups. Coordination with Darlene Chirman and Jessica Dora of the Channel Islands Nature Conservancy resulted in a partnership with the native plant restoration community on the April 5, 2010 trail work day.
- Youth. Mark Guy with Santa Barbara County Parks is working with the Santa Barbara County Youth Corps to create an ongoing opportunity for youth ages 18-22 to work on the trails for credit hours in their program.
- Business Outreach. Dave Everett of Multiuse Trail Coalition organized and led the Visiting Nurse & Hospice Care of Santa Barbara to undertake a volunteer trail maintenance work day. A recent press release will hopefully inspire other business-sponsored volunteer days.

Goal: Increase the number and broaden the scope of community events

- Youth Empowerment for Safety Fair. Scott Burns and a local Boy Scout troop shared a table with FCT staff at the Youth Empowerment for Safety Fair on April 18th.
- Earth Day. The City of Santa Barbara provided space at its Earth Day booth on April 18th and 19th.
- Tunnel Trailhead. An information table at the Tunnel trailhead promoted volunteer opportunities and educated trail users on the need for trail stewardship.

Goal: Complete Level one maintenance on each FCT trail in 2010

- State Trails Day on April 5, 2010 was held on the West Fork of Cold Springs. A team of 30 volunteers, including many new one, cleared slides, repaired creek crossings and cleared brush.
- National Trails Day will be held on June 5, 2010 on the San Ysidro Trail. Volunteers will meet at Manning Park.
- Multi-use Trails Coalition revived its Tuesday afternoon Trail Happy Hour program. Work efforts are focused on the Tunnel Trail and the Rattlesnake Connector.
- Santa Barbara Mountain Bike Trail Volunteers (SBMTV) has a regular weekend and weekday project with work on the West Fork Cold Springs.

Goal: Develop Program to Establish Trail Guidelines and Standards

The Front Country Trail Management Recommendations include the recommendation for trail user surveys as important baseline information to assist in the development of long-term management strategies, prioritize trail maintenance, inform outreach and education efforts, and provide information for the development of trail standards.

The purpose of trail user surveys is to determine the number and type of user present on the front country trails. There are a number of methods for collecting this information, including trail counts, intercept surveys, focus groups, and random surveys via telephone and the internet, among others. Different methods are selected depending on the type of information that is needed. The attached proposal recommends a trail count project, as a first step in gathering this data.

In a separate agenda item for the June 2, 2010 meeting, staff is proposing that the FCT Task Force schedule a work session in September to begin developing the scope and focus for trail guidelines and standards.

ATTACHMENTS: 1. Draft Outreach Plan
2. Trail Count Proposal

PREPARED BY: Rebecca Mordini, Front Country Trails Coordinator

REVIEWED BY: Jill Zachary, Assistant Parks and Recreation Director

APPROVED BY: Erik Axelson, Deputy Director, Santa Barbara County Parks